

3/16/97 4:56 PM

UPC Request to Jan Hogan

Form V1.0

Please Review this request form for accuracy and E-Mail to:
Coupon Coordinator (X2351)

Long Program Name: Parliament April Defensive Direct Mail with Continuity
Drop Date: 4/25/97

Method of Distribution: Direct Mail Solo

Coupon Type: Standard Coupon

Name Capture: No

Contest: No

Component of Continuity: Yes

* of UPCs Requested:

UPC Size:

Send film to: Draft Direct

633 Third Ave.

New York, NY 10017

Attn: Rachel Shapiro

212-692-4101

Status	Date	Contact
Request Submitted:	3/17/97	Lauren Steen
UPC(s) Assigned:		
Forwarded to Agency:		
Forwarded to Finance:		
CMS System Update:		
CMF System Update:		

UPCs Requested:

CMS - Offer Description									
Theme	Audience	Value	Purchase Required	Expiration Date	Circ	Redempt	POS #		UPC
Defensive	Active Responders (Deciles 1, 2 - Control)	\$1.00 off	4 packs or a carton purchase	8/31/97		0.00%	0		
Defensive	Active Responders (Deciles 1, 2 - Test)	\$1.00 off	carton purchase	8/31/97		0.00%	0		
Defensive	Active Responders (Control)	\$1.00 off	4 packs or a carton purchase	8/31/97		0.00%	0		
Defensive	Active Responders (Test)	\$1.00 off	carton purchase	8/31/97		0.00%	0		
Defensive	New/Recently Switched to DB	\$2.00 off	2 packs or a carton purchase	8/31/97		0.00%	0		
Defensive	Non-PM Competitive Responders	\$1.00 off	4 packs or a carton purchase	8/31/97		0.00%	0		
Defensive	PM Competitive Responders	\$1.00 off	4 packs or a carton purchase	8/31/97		0.00%	0		
Defensive	Parliament Model Validation Cell	\$1.00 off	4 packs or a carton purchase	8/31/97		0.00%	0		
Defensive	Competitive Model Validation Cell	\$1.00 off	4 packs or a carton purchase	8/31/97		0.00%	0		

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